

ELLOS GROUP

ellos **Jotex** STAYHARD

Press release

Borås
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The Ellos Group accelerates its e-commerce with a completely new platform

In less than 24 hours the Ellos Group switched to a completely new system for its e-commerce business. A radical change has taken place over the past three years and now the Ellos Group is taking the next step in the digital race.

The launch of the brand new e-commerce platform strengthens the Ellos Group in its role as a leading player in e-commerce for fashion and home furnishings in the Nordic region. The company has undergone a major transformation over the past three years and today can effectively meet the strongly growing e-commerce sector. With the new e-commerce platform, the Ellos Group can stay ahead of rapid mobile and technical developments and increasingly provide its customers with an even more personal and relevant offer and even quicker deliveries.

"We are taking a large and decisive step with our customers in focus. We can now personalize the shopping experience to a wider extent and thus make it easier for all our customers to find what they are looking for. With our new e-commerce platform, we can also provide our mobile customers with a complete, inspiring shopping experience," says Hans Ohlsson, the Ellos Group's President and CEO.

Changing to the new e-commerce platform means that all the Ellos Group's systems have been replaced, both in the front and back-end. In less than 24 hours, the company has significantly advanced its position in the rapidly expanding e-commerce market. The new e-commerce platform is responsive, fully scalable and will give the Ellos Group the basis for quickly, flexibly and efficiently developing the platform further across all its brands and countries or for acquisitions. The e-commerce platform also enables the use of large amounts of data in a new way.

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The Ellos Group, which includes Ellos, Jotex and Stayhard, is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we are constantly striving to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. The Ellos Group, headquartered in Borås and with operations in all the Nordic countries, has around 700 employees and sales of around SEK 2 billion. The principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and Chairman of the Board, Anders Halvarsson

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